We exist to get children active, having fun and learning together
TRIED & TESTED MODEL

For three decades, hundreds of thousands of children have attended and loved our Kings Camps programmes. We’ve made all of the mistakes so you don’t have to, ensuring that you benefit from our efficient models of venue acquisition, recruitment, marketing and operation of camp.
Youthful
5* reputation
People centred
Health of Nation
Vision, mission, values
WHY BE A FRANCHISEE?

✓ Be ‘a someone’ in your community
✓ Freedom – be your own boss
✓ Stand on the shoulders of giants
✓ High growth and profit potential
✓ Clean commodity
✓ Positive environment
✓ Learn to be a business operator/owner
✓ High level of support and mentoring
Opportunity for growth

The UK has thousands of communities where Kings Camps are not present.

This despite the fact that parents across the UK are increasingly seeking opportunities for their children to be active during the school holidays.
We promise to provide:
1. Manuals to develop and operate your franchise
2. Digital systems to allow you to operate your franchise
3. Comprehensive induction training
4. On-going training and support
5. Guidance with business development
6. Guidance for identifying/engaging customers and clients
7. Regular business reviews and planning sessions
8. Support in forming an annual business plan

You to promise to:
1. Operate using Franchise Manuals and Franchise Agreement
2. Maximise the potential of your franchise and territory
3. Maintain the quality and reputation of our brand
4. Be a supportive employer, embracing the Kings Factor
5. Not do anything that’s damages to our brand and reputation
FRANCHISE FEES

ONE-OFF FEE

5 - year Franchise fee £15,000
• Sole franchise licence for your territory for 5-years

Set-up costs to equip you to start trading, including:
• Pre-launch planning
• Legal documentation
• Training and initial support
• Booking, recruitment and reporting system set-up
• Marketing
• Equipment and uniforms

This is not a complete list and may be varied

ANNUAL FEES

Management Fee 10%
Ongoing charge of your generated franchise revenues. This fee provides you with ongoing Central Office support and guidance

Marketing and Systems Fee 5%
Ongoing charge of your generated franchise revenues. This fee provides you with ongoing National marketing support and activity, plus the digital systems you’ll need to operate your Franchise

This is not a complete list and may be varied
YOUR STEPS INTO FRANCHISING

1. We’ll get in touch to discuss the information we’ve sent you
2. Come and meet us in person at our Sheffield offices
3. Review our Kings Camps Franchise Agreement
4. Receive our Kings Camps pre-start Franchise Manual
5. Build a business plan, P&L and financial model
6. Present your business plan for your territory back to us
7. Sign legals
8. Get going with your training and marketing pre-2023 launch!
Speak with us today to arrange an informal call

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